



WEI Presents: You Need a Business Plan!

Patricia Forde, WEI Executive Committee



Nuts & Bolts of a Business Plan



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Promoter of Entrepreneurship

- **Director of Entrepreneurial Studies**
- **Grants from the Kauffman Foundation**
 - **MADE IT Grant**
 - **Women Entrepreneurs**
- **Women's Entrepreneurship Certificate Program**
- **Women's Enterprise Initiative**
- **Consultant**
- **Finalist for Ernst and Young's Supporter of Entrepreneur Award**

What does it take to be an Entrepreneur?

- **Confidence**
- **Hard Work**
- **Perseverance**

WHY A Business Plan?

- **Road Map for your Business**

- **Funding**

 - **Banks**

 - **Investors**

 - **Grants**

Elements of a Business Plan

- **Executive Summary**
- **Table of Contents**
- **Company Description**
 - **Objective**
 - **Purpose**
- **Business Profile**
 - **Business Structure**
 - **Sole Proprietorship**
 - **Partner**
 - **LLC**
 - **Corporation**
 - **Record Business**
 - **Obtain Business Licenses and Permits**

Elements of a Business Plan

- **Market Profile**
 - **Market Research**
 - **Market Conditions**
- **Competition Profile**
 - **Strengths and Weaknesses**
- **Service or Product**
- **Marketing and Sales**
- **Organization and Management**
 - **Management Profile**
 - **Board**
 - **Staff Profile**

Elements of a Business Plan

- **Financial Statements**
 - **Statement of Financing Needs and Purpose**
 - **Start Up Expenses**
 - **Monthly Income Projection**
 - **Assumptions for Income Statement Projection**
 - **Income Projections for Years 1,2, and 3**
 - **Cash Flow Projection**
 - **Opening Day Balance Sheet**
 - **Break Even Analysis**
- **Personal Financial Statement**

Elements of a Business Plan

- **Appendix**
 - **Supporting documents**
 - **Market Research**
 - **Competitive Analysis**
 - **Licenses/Permits**
 - **Financial**

Plan?

You...

**Make your Dream
a Reality!**

Resources and Support

- Writing a Plan
 - SBA – www.sba.gov
 - SBDC
 - SCORE
 - Consultants

Business Plan Forum

- **Plan Now**
- **Develop or Revise Plan**
- **Submit for Review**
- **Present at WEI Forum**